

UTILITY PATENT APPLICATION
UNDER 37 CFR 1.53(b)

Assistant Commissioner for Patents
Washington D.C. 20231

Case Docket No. 1268-094

Sir:

Transmitted herewith for filing is the patent application of:

INVENTOR: Yoram LEVANON and Lan LOSSOS-SHIFRIN

FOR: A METHOD FOR PRODUCING OPTIMUM-EFFECT MARKETING

Enclosed are:

- 18 pages of specification, claims, abstract
- Declaration & Power of Attorney
- Priority Claimed
- Certified copy of
- 0 sheets of formal drawing
- An assignment of the invention to and the assignment recordation fee
- Return Receipt Postcard
- A verified statement to establish small entity status under 37 CFR 1.9 and 37 CFR 1.27
- Information Disclosure Statement, Form PTO-1449
- Copies of IDS Citations
-

The filing fee has been calculated as shown below:

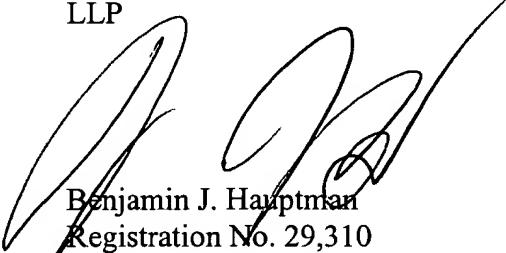
	NO. FILED		NO. EXTRA	RATE	AMOUNT
Total Claims	8	MINUS 20	0	x \$9 =	\$ 0.00
Independent Claims	2	MINUS 3	0	x \$39 =	\$ 0.00
If multiple dependent claims are presented, add \$130.00					\$0.00
Basic Fee					\$ 345.00
Total of above calculations					\$ 345.00
<input type="checkbox"/> Assignment and Recording Fee					\$0.00
					TOTAL FEE \$ 345.00

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- Please find enclosed a check in the amount of \$345.00. A duplicate copy of this sheet is enclosed.
- The Commissioner is hereby authorized to charge payment of the following fees associated with this communication or credit any overpayment to Deposit Account No. 07-1337. A duplicate copy is enclosed.
- Any additional filing fees required under 37 CFR 1.16.
- The Commissioner is hereby authorized to charge payment of following fees during the pendency of this application or credit any overpayment to Deposit Account No. 07-1337. A duplicate copy of this sheet is enclosed.
- Any patent application processing fees under 37 CFR 1.17.
- Any filing fees under 37 CFR 1.16 for presentation of extra claims.

Respectfully submitted,

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